

Notice of Allowability

Application No.

10/006,765

Examiner

James A. Reagan

Applicant(s)

WAGNER ET AL.

Art Unit

3621

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to the RCE filed on 24 October 2005.
2. ☒ The allowed claim(s) is/are 1-4,6-11,13,15-19 and 46-55.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
 5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).**
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☒ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____
4. ☐ Examiner's Comment Regarding Requirement for Deposit
of Biological Material
5. ☐ Notice of Informal Patent Application (PTO-152)
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☒ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____

DETAILED ACTION

Status of Claims

1. This action is in response to the RCE filed on 24 October 2005.
2. Claims 5, 12, and 14 have been cancelled by Examiner's amendment as shown below.
3. Claims 1, 9, 15, 46, 51, and 55 have been amended by Examiner's amendment as shown below.
4. Claims 1-4, 6-11, 13, 15-19, and 46-55 are currently pending and have been examined.

Information Disclosure Statement

5. The Information Disclosure Statement filed has been considered. An initialed copy of the Form 1449 is enclosed herewith.

Allowable Subject Matter

6. Claims 1-4, 6-11, 13, 15-19, and 46-55 are allowed. See Reasons for Allowance under separate heading.

EXAMINER'S AMENDMENT

7. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

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8. Authorization for this examiner's amendment was given in a telephone interview with Andre S. Szuwalski on 28 November 2005.

9. The application has been amended as follows:

1. (currently amended) A method, comprising:

receiving, by a composition engine, text of a classified advertisement from an advertiser;
separately formatting the text of the classified advertisement for publication by at least two of a plurality of device types;

simultaneously displaying the classified advertisement text on a display as separately formatted for each of the at least two device types;

determining a publication price, by a pricing engine, for the classified advertisement as formatted for each of the at least two device types; and

simultaneously displaying each publication price in association with its corresponding displayed classified advertisement text on the display; and

computing, by the pricing engine, of a total price based on a selection of the device types to provide access to the classified advertisement.

2. (original) The method according to claim 1, further comprising receiving at least one selection for at least one of the device types to distribute the classified advertisement.

3. (original) The method according to claim 1, further comprising receiving a selection for a category to place the classified advertisement.

4. (original) The method according to claim 1, further comprising receiving a start date to begin running the classified advertisement.

5. (canceled).

6. (original) The method according to claim 1, wherein the classified advertisement includes an image.

7. (previously presented) The method according to claim 6, wherein the image is a photograph.

8. (original) The method according to claim 1, wherein the advertiser of the advertisement includes at least one of an individual and a commercial enterprise.

9. (currently amended) A system, comprising:
submission means for receiving text of a classified advertisement from an advertiser;
composition engine means for separately formatting the text of the classified advertisement for publication by at least two of a plurality of device types;
pricing engine means for determining a price for the classified advertisement as formatted to be published by each of the at least two device types and for computing a total price based on a selection of the device types to provide access to the classified advertisement; and
means for simultaneously displaying the classified advertisement text as separately formatted for each of the display types on a display along with the determined price and total price for publication.

10. (previously presented) The system according to claim 9, further comprising means for receiving at least two selections for at least two device types to distribute the classified advertisement.

11. (previously presented) The system according to claim 9, further comprising means for receiving a selection for at least two categories to place the classified advertisement.

12. (canceled).

13. (original) The system according to claim 9, further comprising means for receiving a starting date to run the classified advertisement.

14. (canceled).

15. (currently amended) A graphical user interface (GUI) for providing a user input interface to place a classified advertisement, comprising:

a text area, in said GUI, programmed to receive text for the classified advertisement;

a plurality of text display areas on a single screen, in said GUI, operable to simultaneously display the received text for the classified advertisement, the classified advertisement text separately displayed in the text display areas having different publication formats; and

a plurality of price display areas in said GUI, each of the plurality of price display areas being associated with a different text display area and operable to display a price for publishing the advertisement based on the publication format of the text in the associated text display area; and

a total price display area in said GUI, said total price display area being operable to display a total price for publishing the advertisement based on selected publication formats.

16. (previously presented) The method according to claim 15, wherein each of the plurality of text display areas represent a different publication device having access to the classified advertisement.

17. (original) The method according to claim 15, wherein the different formats include a different number of characters per line.

18. (original) The method according to claim 15, wherein the text in each of the text display areas are individually editable.

19. (original) The method according to claim 15, wherein each price is based on a number of text lines in the associated text display area.

Claims 20 - 45 (Canceled)

46. (currently amended) A system, comprising:

a submission system to receive text of a classified advertisement from an advertiser;

a composition system that separately formats the text of the classified advertisement in a first format for publication by a first device type and a second format for publication by a second device type;

a display device for simultaneously displaying the classified advertisement text as separately formatted in each of the first and second formats;

a pricing system that determines a price for publishing the classified advertisement in each of the first and second formats as well as a total price for publishing in both of the first and second formats; and

a communications system for communicating the first formatted classified advertisement to the first device type for publication thereby and for communicating the second formatted classified advertisement to the second device type for publication thereby.

47. (previously presented) The system of claim 46 wherein the composition system further supports independent editing of the classified advertisement text as simultaneously displayed in both the first and second formats.

48. (previously presented) The system of claim 46 further comprising means for displaying the determined price for publication of the classified advertisement text in both the first and second formats.

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49. (previously presented) The system of claim 48 wherein the means for displaying displays a price for publication associated with each individual one of the first and second formats.

50. (previously presented) The system of claim 46 wherein the communications system communicates the first formatted classified advertisement to the first device type over a first communications channel and communicates the second formatted classified advertisement to the second device type over a second communications channel, and wherein the composition system further formats the text of the classified advertisement in a first channel format for communication over the first communications channel and formats the text of the classified advertisement in a second channel format for communication over the second communications channel.

51. (currently amended) A method, comprising:

receiving text of a classified advertisement from an advertiser;

separately formatting by a composition engine the text of the classified advertisement in a first format for publication by a first device type and a second format for publication by a second device type;

simultaneously displaying the classified advertisement text as separately formatted in each of the first and second formats;

determining by a pricing engine of a price for publishing the classified advertisement in each of the first and second formats as well as a total price for publishing in both of the first and second formats; and

communicating the first formatted classified advertisement to the first device type for publication thereby and communicating the second formatted classified advertisement to the second device type for publication thereby.

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52. (previously presented) The method of claim 51 further comprising allowing by the composition engine of independent editing of the classified advertisement text as simultaneously displayed in both the first and second formats.

53. (previously presented) The method of claim 51 further comprising displaying the determined price for publication of the classified advertisement text in both the first and second formats.

54. (previously presented) The method of claim 53 wherein displaying comprises displaying a price for publication associated with each individual one of the first and second formats.

55. (currently amended) The method of claim 51 46 wherein the first formatted classified advertisement is communicated to the first device type over a first communications channel and the second formatted classified advertisement is communicated to the second device type over a second communications channel, and wherein formatting by the composition engine comprises formatting the text of the classified advertisement in a first channel format for communication over the first communications channel and formatting the text of the classified advertisement in a second channel format for communication over the second communications channel.

Reasons For Allowance

10. The following is an Examiner's statement of reasons for allowance:

None of the art of record, taken individually or combination, disclose at least the method steps or system components of:

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- *receiving, by a composition engine, text of a classified advertisement from an advertiser;*
- *separately formatting the text of the classified advertisement for publication by at least two of a plurality of device types;*
- *simultaneously displaying the classified advertisement text on a display as separately formatted for each of the at least two device types;*
- *determining a publication price, by a pricing engine, for the classified advertisement as formatted for each of the at least two device types; and*
- *simultaneously displaying each publication price in association with its corresponding displayed classified advertisement text on the display; and*
- *computing, by the pricing engine, of a total price based on a selection of the device types to provide access to the classified advertisement.*

More specifically, the prior art of record fails to disclose a method or system for formatting and displaying classified advertisements simultaneously for more than one device i.e. newspaper, computer, PDA, displaying pricing schemes along with the display, and subsequently computing a final price for the selected ads and formats.

Claims 1-4, 6-11, 13, 15-19, and 46-55 are distinguished over the closest prior art of over Ben-Artzi et al. (WO 2000/03332 A1), which teaches in at least page 2, paragraph 2 as well as other associated and relevant text adapting and converting electronically published classified advertisements into formats suitable for delivery and display to a variety of destination devices. As recited in independent claims 1, 9, 15, 46, and 51, it is clear that the Applicant's invention is distinguished over the Ben-Artzi invention in at least the method step of *computing, by the pricing engine, of a total price based on a selection of the device types to provide access to the classified advertisement*. Although Ben-Artzi does disclose placement of classified advertisements, Ben-Artzi does not disclose computing a price based on a multitude of display formats.

Conclusion

11. The prior art made of record and not relied upon is considered pertinent to applicant's disclosure.

- KIM, T Y (KR 2001000777 A) discloses an Internet advertising method using advertisement server, advertisement client and web browser.
- Tribute, Andrew et al. NEXPO '96 discloses various publishing systems and software.

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Any inquiry of a general nature or relating to the status of this application or concerning this communication or earlier communications from the Examiner should be directed to **James A. Reagan** whose telephone number is **571.272.6710**. The Examiner can normally be reached on Monday-Friday, 9:30am-5:00pm. If attempts to reach the examiner by telephone are unsuccessful, the Examiner's supervisor, **James Trammell** can be reached at **571.272.6712**.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://portal.uspto.gov/external/portal/pair> . Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at **866.217.9197** (toll-free).

Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington, D.C. 20231

or faxed to:

571-273-8300 [Official communications, After Final communications labeled "Box AF"]

571-273-8300 [Informal/Draft communications, labeled "PROPOSED" or "DRAFT"]

Hand delivered responses should be brought to the **United States Patent and Trademark Office Customer Service Window:**

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401 Dulany Street

Alexandria, VA 22314.

JAMES A. REAGAN

Primary Examiner

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28 December 2005

A handwritten signature in black ink, appearing to read 'James A. Reagan', with a horizontal line extending to the right.